



Pay Your Debt To Your Defenders

Turn Your Luxuries Into Comforts
For Those Who Have Sacrificed Most.

"Self-sacrifice, self-denial and service lie at the basis of the highest personal and national development."

Sir Thomas White,
Minister of Finance.

Is it nothing to you that men from all round you have sacrificed home and salary, safety and life, to defend your home as well as their own?

Is it nothing to you that their wives and families tremblingly scan each casualty list, and pale at the step of the postman or telegraph messenger?

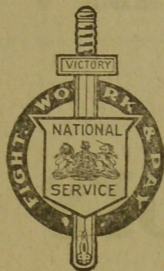
Can you see others giving their dearest, without feeling that you *must do something* yourself? Do you wonder what to do?

You can at least save—and lend your savings to the nation. Canada needs every dollar her loyal sons and daughters can spare, to meet the growing expenses of the struggle.

Every dollar you invest in Canadian War Savings Certificates helps the nation to deal generously with those who are defending you.

Certificates in denominations of \$25, \$50 and \$100, repayable in three years, may be purchased at any Bank or Money Order Post Office at \$21.50, \$43 and \$86 respectively. This means over 5% interest—making them a profitable as well as a patriotic investment.

The National Service Board of Canada,
OTTAWA.



NIAGARA FALLS IDEAL PLACE FOR A HONEYMOON

The Plump Matron Tells How
the Great Gorge Actually
"Registered" at the
Same Hotel.

(Chicago News.)

"When I was a girl," said the plump matron, "the last word in honeymoon trips was mine. My husband took me to Niagara Falls. In those days, my child, the bride who took in the 'attract' was some bride, to use a college expression. I wonder whether the falls are still running?"

"I believe they are," said the slim young thing. "Did you travel far on that journey?"

"Indeed we did," answered the plump matron. "Three hundred miles. We were not like some who used to pretend to travel a long way in order to astonish their friends. That used to be the custom. A bride's standing with her sisters was in proportion to the length of the railroad ticket she was supposed to have used."

"It was no uncommon thing for a bride and the other person to announce a wedding tour that would take in the national parks and an ocean to ocean circle trip."

"That shall be my wedding journey or I'll remain single," said the slim young thing.

"And," went on the matron, "very often the long journey, as announced, would be taken in a suburban train to Skeetersville or Yaphurst, on the outskirts of the town, where they would hide away until their friends' and relations' minds were occupied with other affairs than theirs."

"But how could they send postcards from far-off places if they were only staying a few miles away?" asked the slim young thing.

"Perhaps the happy young folks knew a railroad conductor whose run took him thousands of miles away. The honeymooners would give him a bundle of addressed cards to mail for them from his destination."

"None of that counterfeit travel for me," said the slim young thing. "I want a regular journey."

"But don't you conclude that our trip to Niagara Falls was of that bogus kind?" exclaimed the plump matron. "We were there!"

"Did you see the great gorge?" asked the slim young thing.

"Did we?" replied the plump matron. "Why, he was registered at our very hotel!"

BABY'S GREAT DANGER DURING HOT WEATHER

More little ones die during the hot weather than at any other time of the year. Diarrhoea, dysentery, cholera infantum and stomach troubles come without warning, and when a medicine is not at hand to give promptly the short delay too frequently means that the child has passed beyond aid. Baby's Own Tablets should always be kept in homes where there are young children. An occasional dose of the Tablets will prevent stomach and bowel troubles, or if the trouble comes suddenly the prompt use of the Tablets will cure the baby. The Tablets are sold by medicine dealers or by mail at 25 cents a box from The Dr. Williams' Medicine Co., Brockville, Ont.

TRY DRYING HUCKLEBERRIES

(Hartford Courant.)

Many of the berries coming on now can be dried, thus saving cans for other things which do not dry to advantage, and among these is that New England product, the huckleberry, or blueberry, which grows so well that even thrifty Yankees have never attempted to cultivate it and thus give it a chance. The Indians dried these berries centuries before the English settled hereabouts, and in the winter mixed them with other less inviting substances and ate them with a relish. Coming to fruits, it is easy and safe to predict that this fall the dried apple will "come back." It never left, for that matter, in sections of Pennsylvania, but assuming that a moderate amount of sunshine marks the month of September there will be a supply of dried apples next winter throughout the country. It is even possible that October will see some young housewives making use of barberries, so common along the Connecticut shore, not for canning, but for sauce purposes.

Wholesale Dry Goods and

House Furnishings For Spring

Lace Curtains
Scrim Curtains
Curtain Muslin and Drap-
eries of all kinds
Cretannes and Casement
Cloths
White Bed Spreads
Towels, Napkins and Ta-
ble Linens
Oilcloths and Linoleums
Carpets, Rugs and Squares

Prices Lowest Possible. Goods sold to the Trade only.

Vassie & Company, Ltd.

WHOLESALE DRY GOODS AND WOOLENS
ST. JOHN, N. B.

Our Motto: Promptness, Accuracy, Courtesy, Care.

IMPERIAL LUNCH ROOMS

IS THE BEST PLACE IN THE CITY
for Auto Parties to get a good meal
or lunch at all hours.

Good Dinner Every Day from 12 to
2. Don't forget the place—

64 CARLETON STREET

G. FRED CROWLEY
PROPRIETOR

IF YOU ARE THINKING OF AT-
TENDING THE

FREDERICTON BUSINESS COLLEGE

NEXT TERM, NOW is the time to
send to us for full particulars, which
will be supplied on application.

There is a great demand for young
men and women to take the places of
those who have gone to the firing line.

Address
W. J. OSBORNE, Principal,
Fredericton, N. B.

Mail Ads Will Bring You Results

A Most Important Room

With every fixture fastened permanently in its position, the Bath room, once completed, becomes a part of the house. It should therefore be carefully planned and equipped with fixtures which will retain their beauty and efficiency for an age.

The fixtures we use are reliable and the work guaranteed.

Ask for an estimate of installing.

D. J. SHEA & SON

Carleton Street.

'Phone 563

Imperial Beef, Iron and Wine

When you are tired, fatigued or over-nervous, IMPERIAL BEEF IRON AND WINE is the best tonic. It will quiet your nerves, strengthen you physically and give you the vivacity that is perfect health. IMPERIAL BEEF, IRON AND WINE is a nerve food and a body builder. There is nothing "just as good." Price 1/6.

C. Fred Chestnut -
572 QUEEN STREET.

The Quality
Drug Store

Cook's Cotton Root Compound.

A safe, reliable regulating
medicine. Sold in three de-
grees of strength—No. 1, 51;
No. 2, 53; No. 3, 55 per box.
Sold by all druggists, or sent
prepaid on receipt of price.
Free pamphlet. Address:
THE COOK MEDICINE CO.,
TORONTO, ONT. (Formerly Niagara.)



PUBLIC MEETING

In compliance of the Proclamation of His Honor, the Lieutenant Governor, the citizens of Fredericton are hereby called upon to meet in the Council Chamber of the City Hall at 2.30 p. m. on Saturday, August 4th, being the third anniversary of the Declaration of War.

The object of this meeting is to align ourselves with the citizens of other cities and towns throughout the Dominion by passing a resolution affirming our unalterable determination to carry on the war until the ends for which we fight have been attained.

G. R. PERKINS,
City Clerk.

Labor Day Monday, Sept. 3

OURS BY LEGISLATION
OURS TO CELEBRATE

Reserve This Date, and watch
for Special Announce-
ment of the
RED CROSS and FREDERIC-
TON LABOR COUNCIL.

Evening Schools

Applications will be received at the Office of the Board of School Trustees until the 11th inst., for one Male Teacher to conduct two Evening Commercial Courses of ten weeks each, work to begin 24th September next.

Second Course of ten weeks to begin 14th January, 1918.

Also Female Teacher to conduct two Evening Courses in Household Science, dates as above.

Classes in mechanical drawing and woodwork, etc., will be conducted on same dates.

CHAS. A. SAMPSON,
Secretary.

Sins

STANDING GRASS SALE.

The standing grass on the Flats will be sold at Public Auction on Friday, August 3rd at eleven o'clock in the forenoon at the Sewage Pumping Station, Waterloo Row.

Sins

G. N. EDNEY.



THE ROAD TO THE RIGHT.

YOU'VE met at least one of those few good old souls, who are constantly getting the worst of it when shopping, who don't believe in advertising. A hundred disappointing and instructive experiences have failed to teach him their plain lesson.

When he bought his first watch he was beguiled into buying one without a known name or a trustworthy guarantee. That watch—a poor timekeeper—cost him dearly by reason of missed appointments and missed trains, and for frequent repairs. Yet he paid the price of a good watch.

It is the same story with regard to his underwear, his shoes, and his fountain pen.

This good old soul's case is not unique. Many of us, if the truth be confessed, resemble him; we allow ourselves to be sold merchandise with an unknown brand or trade mark instead of buying merchandise which is well known to us through the medium of advertising. In slang language, we get "stung" pretty often.

In most of these cases we have ourselves to blame, for "the road to the right" thing to buy has been made plain by advertising.

There is no good reason for passing by the known thing, soundly guaranteed, to buy a dubious article, which, quality for quality, cannot be cheaper than the known, branded article.

If you are doing a local business talk over your advertising problems with the Advertising Department of this newspaper.

If you are doing a provincial or national business it would be for you to have the counsel and assistance of a good advertising agency. A list of these will be furnished, without cost or obligation by the Secretary of Canadian Press Association, Room 50 Lumsden Building, Toronto.

"It is better
to be sure
than sorry."